
**LOS ANGELES COUNTY
HIV PREVENTION PLANNING COMMITTEE (PPC)
A Select Committee of the Commission on HIV Health Services
600 South Commonwealth Avenue, 6th Floor•Los Angeles CA 90005-4001**

MEETING SUMMARY
Thursday, November 6, 2003
1:00 p.m.-5:00 p.m.
St. Anne's Foundation – Conference Room
155 N. Occidental Blvd.-Los Angeles, CA 90005

MEMBERS PRESENT

Jeff Bailey	Vanessa Talamantes
Chi-Wai Au	Sergio Avina*
Diane Brown	Richard Browne*
Edward Clarke	Mark Etzel
David Giugni	Edric Medina
Veronica Morales	Vicky Ortega
Kathy Watt	Richard Zaldivar
Rodolfo Zamudio*	

ABSENT

Gordon Bunch
Antonio Bustamante
Cesar Cadabes
Mario Perez
Ricki Rosales
Gail Sanabria

* Denotes present at one (1) of the roll calls

STAFF PRESENT

Ernesto Aldana	Elizabeth Escobedo	Marjorie Franzen-Weiss	Gunther Freehill
Ernesto Hinojos	Charlavonna James	Michael Jansen	Vicki Lowe
Gabriel Rodriguez	Anna Soto	Cheryl Williams	

I. ROLL CALL - Roll call was conducted.

II. COLLOQUIA PRESENTATION

Dr. Norweeta Milburn and Dr. Eric Rice presented a Power Point presentation titled "*Project 1: HIV Risk Among Homeless Youth*". A hand out was distributed and a copy of the hand out is on file.

A significant number of youth become homeless during adolescence. Substance use and sexual behaviors lead to high rates of HIV infection among these youth. Remaining homeless appears to increase risk for HIV. A study of homeless youth in Los Angeles County and Melbourne, Australia was conducted to understand the trajectories of homeless youth over time and the relationship to homelessness to HIV, especially contextual factors that influence their trajectories. Data has been collected on 618 American youth and 673 Australian youth.

III. APPROVAL OF AGENDA

The following changes were made to the agenda:

- cancel and reschedule agenda item #VI - CDC Application (Indicators) Update

IV. APPROVAL OF MEETING SUMMARY

The October 2, 2003 Meeting Summary was approved by consensus without any corrections.

V. PUBLIC COMMENT

- **Wendy Schwartz**, City of Los Angeles –Office the AIDS Coordinator, announced Steven Simon has been appointed as AIDS Coordinator for the City of Los Angeles.

VI. APLA SOCIAL MARKETING PRESENTATION

APLA presented a social marketing campaign titled, “HIVisionaries”. Charles Karsters presented the APLA social marketing campaign that targeted gay men in the San Fernando Valley. The “HIVisionaries” campaign is 3rd phase.

The 1st phase of the billboard campaign was in June, 2000. The campaign lasted for about 2 months and the purpose was to encourage gay men to communicate about issues like HIV and safer sex.

Phase 2 of the campaign had the same theme of “Do You Talk About HIV?” The phase 2 campaign lasted for 2 months beginning in June, 2002.

The current campaign “HIV Visionaries” consists of 13 billboards in the San Fernando Valley.

It takes from 6 to 9 months to plan and implement the campaign. The results of a Post-Campaign Survey was discussed. Based on the Post Campaign Survey, the conclusions are:

- Continued need to address stigma and homophobia in the San Fernando Valley
- The campaign successfully reached the target population
- The billboards are important to successful campaign visibility

Some future campaign/themes: Social Networks and Family Interactions and PnP (Party and Play) [Party =drugs and Play=sex].

QUESTION: How much funding does it take to pull something like this off?

ANSWER: The APLA San Fernando Valley billboard campaign is beyond the scope of most agencies. The APLA campaign was less than \$100,000. Clear Channel was acknowledged as a major source of funding. To do this campaign correctly, it take about \$250,000.00.

QUESTION: Was there any conversations in the focus groups regarding internalized homophobia versus homophobia?

ANSWER: Yes, the bulk of the Caucasian participants were middle aged and the Latino participants were youth.

QUESTION: Do you perform focus groups after phase I and again after phase 2?

ANSWER: We did focus groups before and after each phase.

Richard Zaldivar suggested social marketing as the 1st phase and community mobilization as the 2nd phase.

QUESTION: (For social marketing) What are some barriers for agencies to implement this type of intervention?

ANSWER: RESOURCES (Evaluation is extremely hard, supporting staff, who can afford to hire an outside entity for research and evaluation?)

QUESTION: Would you recommend anyone attempting to develop this type of social marketing campaign have a local hotline number?

ANSWER: Yes, ONLY if the hotline can be backed up by resources to make it useful.

QUESTION: When using billboards as a campaign, how long can you hold a audience?

ANSWER: Probably 2 to 3 month runs immediately followed by another 2 to 3 months campaign, which would build saturation. In 2000, APLA rotated the vinyl (i.e. take down in San Fernando Valley and rotated to South Central).

VII. CDC APPLICATION (INDICATORS) UPDATE – cancelled to be rescheduled (some members at CHPG in San Diego)

VIII. BREAK

IX. COMMUNITY CO-CHAIRS REPORT

Jeff Bailey reported the first Thursday in December (December 4th), will be an ALL DAY meeting consisting of panel discussions. The January PPC Meeting is scheduled for January 6, 2003, since the 1st Thursday of January is New Year’s Day. The target date for completion of the DRAFT Prevention Plan is January 31, 2004. There may

be a need to schedule one additional meeting in January, 2004 in order to complete priorities, resources and allocations and recommendations for interventions.

X. GOVERNMENTAL CO-CHAIR REPORT

Gunther Freehill reported the CDC application is being reviewed and the award notification should be received some time next month.

World AIDS Day is December 1, 2003. OAPP is holding a World AIDS Day event on Monday, December 4, 2003 at the Dorothy Chandler Pavilion. Invitations are forthcoming.

XI. SUB-COMMITTEE REPORTS

- **Youth Leadership – Chi Wai Au** reported last meeting was at AIDS Service Center in Pasadena. Youth Leadership Sub-Committee discussed developing a youth abstract for the Ryan White Conference scheduled for February, 2004. Two new core group members were voted in. Cards have been printed and are circulating at this meeting. Youth are scheduled for an award presentation at the OAPP World AIDS Day event.
- **CHHS Update – Kathy Watt** reported the bulk of the meeting was devoted to the restructuring of Commission seats. Commission Retreat is scheduled for November 13, 2003 and November 14, 2003 at the Westin in Pasadena.
- **Prevention Plan Ad Hoc – Diane Brown** reported the logistics of collecting data for the Prevention Plan was discussed with Mitchell Cohen at the last meeting. Mitchell Cohen proposed to do a series of surveys and focus groups to collect information on access and barriers to HIV services. There was a lengthy discussion on the “IRB” process. We did not meet the application process deadline. The future of the CRAS survey will be discussed at the next meeting.
- **Joint Public Policy – Mark Etzel** reported status is the same as last month. Next Joint Public Policy Sub-Committee Meeting is scheduled for Friday, November 21, 2003.

XII. PPC MEMBERSHIP/RECRUITMENT

It was recommended by the Executive Sub-Committee to seat Freddie Williams and Tim Young on the Prevention Planning Committee. An motion was placed on the floor to seat Freddie Williams and Tim Young as PPC members. The motion was approved.

PPC membership applications are taken on an ongoing/continuous basis. Based on the PPC Demographic grid in the packet and to be representative of the epidemic in Los Angeles, the PPC is under represented in the categories of:

- African American (Black) MSM
- Caucasian (White) MSM

XIII. ANNOUNCEMENTS

Jeff Bailey reported the California HIV Prevention Planning Group is soliciting applications for membership. Applications are available on the back table.

Jeff Bailey reported there is flyer on the back table announcing the CDC video teleconference regarding Prevention for Positive (integration of prevention in care and treatment settings).

Chi-Wai Au distributed copies of the October, 2003 Early Syphilis Surveillance Survey and copies are on the back table.

Diane Brown reported Veronica Morales has been accepted as a member of the California Latina HIV Advisory Board.

Kathy Watt reported the HIV Drug and Alcohol Task Force is providing a training “Transgender in December” on December 3, 2003. There are flyers on the back table.

Jeff Bailey reported ADPA is sponsoring a lecture on Friday, November 21, 2003 titled “Violence, Drug Use & HIV Risk Among Women: Research and Treatment in Los Angeles County”.

XIV. CLOSING ROLL CALL

XV. ADJOURNMENT

Note: All agenda items are subject to action.

NOTE: All HIV Prevention Planning Committee (PPC) meeting summaries, tapes and documents are available for review and inspection at Office of AIDS Programs and Policy (OAPP) located at 600 South Commonwealth Avenue, 6th Floor, Los Angeles, CA 90005. To make an appointment to review these documents, please call Cheryl Williams at (213) 351-8126.

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